***AW Rostamani Shift Car Rental partners with SelfDrive.ae carrental portal across the UAE***

**Launch reinforces Dubai’s smart city strategy**

**DUBAI, United Arab Emirates, August 21, 2017:** AW Rostamani’s Shift Car Rental Company, in partnership with India’s SelfDrive.In announced the launch of SelfDrive.Ae, the most comprehensive Self Drive car rental portal exclusive to the UAE.

The company has launched with a fleet of 2000 cars and over 35 different car models to choose from, customers have an array of options available to them, with a host of services with the aim of serving a wide section of customers with Introduction of Services like “Express Booking” for Quick Reservation with rentals starting from Aed 49 perday, “Micro Lease” for On DemandShort Term Rentalswith an Launch pricing starting at Aed 999 per month and “One Way Rentals” allowing clients to rent cars oneway between emirates like Abu Dhabi and Dubai.

Announcing the launch, **Ashish Nanda, Senior General Manager, AW Rostamani's** Shift Car Rental said, ***“In line with Dubai’s Smart City strategy and The Dubai Happiness Agenda, we have partnered with SelfDrive.ae to bring inhigh end technology viaWeb, App& PWA (that allows the user to reserve the car via mobile/tablets without having to download the app).The launch of https://www.selfdrive.ae/, addresses customers’ need for on demand transportation which compliments Shift Car Rentals future ready Infrastructure and Seamless Ground Operations across UAE.***

Elaborating on the scope of the partnership, **Soham Shah, Founder & Director, PinewoodsTechnology ServicesDubai (holding company of selfdrive.ae)**, said, **“UAE is an extremely mature market with a high potential of on demand Self Drive rent-a-car and leasing. The company has plans to aggressively Invest in Future Driven“Smart Mass Mobility Technology” platform (SMMT) which also inlines with the Dubai Smart City Vision that Incorporates Electric cars for clean energy driven smart cities and Self driving cars for safer passenger transportation. Which also is a vision shared by Shift. Suggested**

The introduction of Selfdrive.ae in the market comes at a time where the car rental share in the UAE is the second largest within the Middle East region. Initially driven by on-airport car rental services, the rise of business travel in the UAE has seen an increase in short term and long term car rentals in the country. SelfDrive.Ae provides flexible rental hire options, which include Daily to Yearly lease agreements.

**About AW Rostamani:**

Founded in 1954 by Abdul Wahid Al Rostamani, the AW Rostamani Group was established in Dubai, UAE with the vision of enriching the customer’s life experience by introducing innovative products, services and solutions into the market place. Today AW Rostamani Group is one of the Middle East’s leading and reputable organizations with over 3,800 employees and a turnover of US2 Billion across diverse industries including Automotive, Real Estate, Interior Fit Out, Lighting Solutions, Retail, and IT with strong presence in the UAE, Saudi Arabia and India. Arabian Automobiles, one of AW Rostamani Group’s subsidiaries, is the sole distributor of Nissan, Infiniti, and Renault in Dubai and Northern Emirates. AW Rostamani Group also distributes prominent brands across the UAE.

**About “SelfDrive”**

The Parent Company SelfDrive.In is India’s pioneer in the self-drive car rental space. It is a 100 percent owned subsidiary of PINEWOODS SERVICE CORPORATION, India’s leading Corporate Car Leasing and Car Rental Company. The company was incorporated in the FY 2005 and is the only company that focuses on this Innovative business model of allowing its customer to rent a car for Short Term and/or Long Term Lease, Weekend Gateways on a self-drive basis.

SelfDrive.In is an e-commerce platform which allows the client to rent a car on demand online & pay directly via the payment gateway. The unique E- Commerce website has helped over a million people, traveling across various cities with online spot booking, Car Confirmation & Payments transactions.

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